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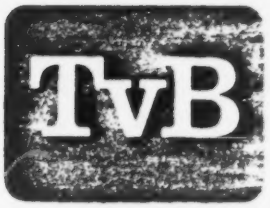

ADVERTISING VOLUME

IN THE UNITED STATES

1948-1979

These figures combine estimates for both national and local advertising and cover advertising investments in eight major types of media.

Source: McCann Erickson, Inc.
Jan. 1980

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MILLIONS OF DOLLARS

MEDIUM		1948	1949	1950	1951	1952	1953	1954
Newspapers	total	1,745	1,911	2,070	2,251	2,464	2,632	2,685
	national	379	463	518	529	537	606	607
	local	1,366	1,448	1,552	1,722	1,927	2,026	2,078
Magazines	total	477	458	478	535	575	627	629
	weeklies	258	245	261	297	325	351	363
	women's	133	129	129	143	149	158	152
	monthlies	86	84	88	95	101	118	114
Farm Publications		56	55	58	64	70	71	71
Television	total	-	58	171	332	454	606	809
	network	-	30	85	181	256	320	422
	spot	-	9	31	70	94	145	207
	local	-	19	55	81	104	141	180
Radio	total	562	571	605	606	624	611	559
	network	211	203	196	180	162	141	114
	spot	121	123	136	138	141	146	135
	local	230	245	273	288	321	324	310
Direct Mail		689	756	803	924	1,024	1,099	1,202
Business Papers		251	248	251	292	365	395	408
Outdoor	total	132	131	142	149	162	176	187
	national	89	88	96	101	109	119	126
	local	43	43	46	48	53	57	61
Miscellaneous	total	958	1,022	1,122	1,267	1,402	1,523	1,600
	national	522	557	608	696	767	846	899
	local	436	465	514	571	635	677	701
Total	national	2,795	2,990	3,260	3,710	4,100	4,515	4,820
	local	2,075	2,220	2,440	2,710	3,040	3,225	3,330
GRAND TOTAL		4,870	5,210	5,700	6,420	7,140	7,740	8,150

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MILLIONS OF DOLLARS

MEDIUM		1955	1956	1957	1958	1959	1960	1961
Newspapers	total	3,077	3,223	3,268	3,176	3,526	3,681	3,601
	national	712	754	768	724	773	778	744
	local	2,365	2,469	2,500	2,452	2,753	2,903	2,857
Magazines	total	691	758	777	734	832	909	895
	weeklies	397	440	451	425	479	525	508
	women's	161	166	165	151	168	184	187
	monthlies	133	152	161	158	185	200	200
Farm Publications		72	73	71	67	71	66	62
Television	total	1,035	1,225	1,286	1,387	1,529	1,627	1,691
	network	550	643	690	742	776	820	887
	spot	260	329	352	397	486	527	548
	local	225	253	244	248	267	280	256
Radio	total	545	567	618	620	656	693	683
	network	84	60	63	58	44	43	43
	spot	134	161	187	190	206	222	220
	local	327	346	368	372	406	428	420
Direct Mail		1,299	1,419	1,471	1,589	1,688	1,830	1,850
Business Papers		446	496	568	525	569	609	578
Outdoor	total	192	201	199	192	193	203	180
	national	130	136	134	130	130	137	122
	local	62	65	65	62	63	66	58
Miscellaneous	total	1,793	1,948	2,012	2,020	2,206	2,342	2,320
	national	1,002	1,111	1,169	1,184	1,280	1,364	1,366
	local	791	837	843	836	926	978	954
Total	national	5,380	5,940	6,250	6,340	6,855	7,305	7,315
	local	3,770	3,970	4,020	3,970	4,415	4,655	4,545
GRAND TOTAL		9,150	9,910	10,270	10,310	11,270	11,960	11,860

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MILLIONS OF DOLLARS

MEDIUM		1962	1963	1964	1965	1966	1967	1968
Newspapers	total	3,659	3,780	4,120	4,426	4,865	4,910	5,232
	national	722	702	773	784	887	846	889
	local	2,937	3,078	3,347	3,642	3,978	4,064	4,343
Magazines	total	942	1,002	1,074	1,161	1,254	1,245	1,283
	weeklies	519	540	583	610	658	651	657
	women's	200	218	231	269	280	282	284
	monthlies	223	244	260	282	316	312	342
Farm Publications		65	66	66	71	70	68	68
Television	total	1,897	2,032	2,289	2,515	2,823	2,909	3,231
	network	976	1,025	1,132	1,237	1,393	1,455	1,523
	spot	629	698	806	892	988	988	1,131
	local	292	309	351	386	442	466	577
Radio	total	736	789	846	917	1,010	1,048	1,190
	network	46	56	59	60	63	64	63
	spot	233	243	256	275	308	314	360
	local	457	490	531	582	639	670	767
Direct Mail		1,933	2,078	2,184	2,324	2,461	2,488	2,612
Business Papers		597	615	623	671	712	707	714
Outdoor	total	171	171	175	180	178	191	208
	national	115	115	117	120	118	126	137
	local	56	56	58	60	60	65	71
Miscellaneous	total	2,430	2,567	2,773	2,985	3,257	3,304	3,552
	national	1,437	1,520	1,630	1,745	1,896	1,909	2,020
	local	993	1,047	1,143	1,240	1,361	1,395	1,532
Total	national	7,695	8,120	8,720	9,340	10,150	10,210	10,800
	local	4,735	4,980	5,430	5,910	6,480	6,660	7,290
GRAND TOTAL		12,430	13,100	14,150	15,250	16,630	16,870	18,090

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MILLIONS OF DOLLARS

MEDIUM		1969	1970	1971	1972	1973	1974	1975
Newspapers	total	5,714	5,704	6,198	7,008	7,595	8,001	8,442
	national	943	891	991	1,103	1,111	1,194	1,221
	local	4,771	4,813	5,207	5,905	6,484	6,807	7,221
Magazines	total	1,344	1,292	1,370	1,440	1,448	1,504	1,465
	weeklies	662	617	626	610	583	630	612
	women's	308	301	340	368	362	372	368
	monthlies	374	374	404	462	503	502	485
Farm Publications		64	62	57	59	65	72	74
Television	total	3,585	3,596	3,534	4,091	4,460	4,854	5,263
	network	1,678	1,658	1,593	1,804	1,968	2,145	2,306
	spot	1,253	1,234	1,145	1,318	1,377	1,497	1,623
	local	654	704	796	969	1,115	1,212	1,334
Radio	total	1,264	1,308	1,445	1,612	1,723	1,837	1,980
	network	59	56	63	74	68	69	83
	spot	368	371	395	402	400	405	436
	local	837	881	987	1,136	1,255	1,363	1,461
Direct Mail		2,670	2,766	3,067	3,420	3,698	4,054	4,124
Business Papers		752	740	720	781	865	900	919
Outdoor	total	213	234	261	292	308	309	335
	national	138	154	172	192	200	203	220
	local	75	80	89	100	108	106	115
Miscellaneous	total	3,814	3,848	4,088	4,597	4,958	5,277	5,571
	national	2,131	2,126	2,202	2,437	2,575	2,755	2,882
	local	1,683	1,722	1,886	2,160	2,373	2,522	2,689
Total	national	11,400	11,350	11,775	13,030	13,775	14,810	15,340
	local	8,020	8,200	8,965	10,270	11,345	12,010	12,820
GRAND TOTAL		19,420	19,550	20,740	23,300	25,120	26,820	28,160

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MILLIONS OF DOLLARS

MEDIUM		1976	1977	1978	1979
Newspapers	total	9,910	11,132	12,707	14,585
	national	1,502	1,677	1,787	2,085
	local	8,408	9,455	10,920	12,500
Magazines	total	1,789	2,162	2,597	2,930
	weeklies	748	903	1,158	1,315
	women's	457	565	672	735
	monthlies	584	694	767	880
Farm Publications		86	90	104	120
Television	total	6,721	7,612	8,979	10,195
	network	2,857	3,460	3,975	4,540
	spot	2,154	2,204	2,581	2,890
	local	1,710	1,948	2,423	2,765
Radio	total	2,330	2,634	3,052	3,385
	network	105	137	147	170
	spot	518	546	620	680
	local	1,707	1,951	2,285	2,535
Direct Mail		4,786	5,164	5,987	6,650
Business Papers		1,035	1,221	1,400	1,595
Outdoor	total	383	418	466	535
	national	252	290	307	350
	local	131	128	159	185
Miscellaneous	total	6,653	7,487	8,678	9,835
	national	3,474	3,899	4,485	5,060
	local	3,179	3,588	4,193	4,775
Total	national	18,555	20,850	23,990	27,070
	local	15,135	17,070	19,980	22,760
GRAND TOTAL		33,690	37,920	43,970	49,830

Source: McCann-Erickson, Inc.